

## IN THE CLAIMS

Please amend the following claims which are pending in the present application:

1. (Currently amended) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:
  - determining an advertisement to be displayed on a World Wide Web page;
  - determining a message to be displayed on said World Wide Web page, wherein said message is thematically related to said advertisement;
  - determining targeting criteria associated with said message;
  - receiving a request to serve said World Wide Web page from a user;
  - receiving personal information about the user;
  - serving said World Wide Web page;
  - serving said advertisement for display on said World Wide Web page,
  - tailoring said message page based, at least in part, on said targeting criteria and said personal information; and
  - serving said tailored message for display on said World Wide Web page separate from said advertisement.

2-7. (Cancelled)

8. (Original) The method of claim 1, further comprising:  
determining personal information prior to said serving said tailored  
message.

9-10. (Cancelled)

11. (Original) The method of claim 1, further comprising:  
setting a first time period.

12. (Original) The method of claim 11, wherein said serving said tailored  
message occurs at least said first time period after said serving said World Wide  
Web page.

13. (Original) The method of claim 11, wherein said serving said tailored  
message occurs at least said first time period after said serving said  
advertisement.

14. (Original) The method of claim 1, wherein said serving said messages includes causing said tailored message to be displayed on said World Wide Web page for at least a fixed period of time.

15. (Cancelled)

16. (Original) The method of claim 1, wherein said serving said tailored messages includes causing said tailored message to be displayed on said World Wide Web page for a fixed period of time.

17. (Original) The method of claim 1, further comprising:  
causing said tailored message to no longer be displayed on said World Wide Web page; and  
serving a second message.

18. (Original) The method of claim 1, further comprising:  
determining if said targeting criteria has been met prior to said serving said tailored message.

19. (Original) The method of claim 1, further comprising:

determining if said targeting criteria has been met prior to said  
serving said advertisement.

20. (Cancelled)

21. (Original) The method of claim 1, further comprising:  
determining external information.

22. (Original) The method of claim 21, wherein said tailoring said message  
is based, at least in part, on said external information.

23. (Cancelled)

24. (Original) The method of claim 1, wherein said World Wide Web page  
is arranged such that said advertisement is displayed proximal to said tailored  
message.

25. (Original) The method of claim 1, wherein said World Wide Web page  
is arranged such that said tailored message is displayed within said  
advertisement.

26. (Original) The method of claim 1, further comprising:  
changing a display attribute of at least a portion of said tailored  
message.

27-30. (Cancelled)

31. (Currently amended) A method for displaying a message in  
conjunction with an advertisement on a World Wide Web page, comprising:  
determining an advertisement to be displayed on a World Wide  
Web page;  
determining a plurality of messages associated with said  
advertisement wherein each of said plurality of messages is thematically  
related to said advertisement;  
determining targeting criteria associated with said plurality of  
messages;  
determining personal information;  
receiving a request to serve said World Wide Web page;  
serving said World Wide Web page;  
serving said advertisement for display on said World Wide Web  
page;

selecting at least one of said plurality of messages based, at least in part, on said personal information and said targeting criteria; and

serving said at least one of said plurality of messages for display on said World Wide Web page separate from said advertisement.

32. (Cancelled)

33. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages based, at least in part, on said personal information prior to serving said at least one of said plurality of messages.

34. (Cancelled)

35. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages prior to serving said at least one of said plurality of messages.

36. (Cancelled)

37. (Original) The method of claim 31, wherein said World Wide Web page is designed such that said advertisement is displayed proximal to said at least one of said plurality of messages.

38-44. (Cancelled)

45. (Currently amended) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:

determining an advertisement to be displayed on a World Wide Web page;

determining a message to be displayed on said World Wide Web page, wherein said message's subject matter is related to said advertisement's subject matter;

determining targeting criteria associated with said message;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page;

serving said advertisement for display on said World Wide Web page; and

serving said message for display on said World Wide Web page separate from said advertisement if said targeting criteria has been met.

46. (Original) The method of claim 45, further comprising:  
serving a default message if said targeting criteria has not been met.
47. (Cancelled)
48. (Original) The method of claim 45, further comprising:  
determining if said targeting criteria has been met.
49. (Original) The method of claim 48, further comprising:  
determining personal information.
50. (Original) The method of claim 45, further comprising:  
tailoring said message based, at least in part, on said personal information,  
if said targeting criteria has been met.
51. (Original) The method of claim 45, wherein said World Wide Web page  
is designed such that said advertisement is displayed proximal to said message.
- 52-53. (Cancelled)



54. (Original) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:

- determining an advertisement to be displayed on a World Wide Web page;
- determining a message to be displayed on said World Wide Web page, said message being associated with said advertisement;
- determining targeting criteria associated with said message;
- receiving a request to serve said World Wide Web page;
- serving said World Wide Web page;
- serving said advertisement for display on said World Wide Web page;
- serving said message for display on said World Wide Web page if said targeting criteria has been met; and
- causing said message to be displayed proximal to said advertisement on said World Wide Web page if said targeting criteria has been met.

55. (Original) The method of claim 54, wherein said message is thematically related to said advertisement.

56. (Currently amended) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:

- determining an advertisement to be displayed on a World Wide Web page;
- determining a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;
- receiving a request to serve said World Wide Web page;
- serving said World Wide Web page;
- serving said advertisement for display on said World Wide Web page;
- determining personal information;
- tailoring said message page based, at least in part, on said personal information and wherein said message is thematically related to said advertisement;
- serving said tailored message for display on said World Wide Web page; and
- causing said tailored message to be displayed proximal to said advertisement on said World Wide Web page.

57. (Cancelled)

58. (Currently amended) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, wherein the advertisement and the World Wide Web page have been served, comprising:

- determining targeting criteria associated with the advertisement;
- determining personal information;
- tailoring a message based on said personal information and said targeting criteria; ~~and~~
- serving said tailored message for display on the World Wide Web page; and
- causing said message to be displayed in proximity to said advertisement on said World Wide Web page..

59. (Cancelled)

60. (Original) The method of claim 58, wherein said tailored message is thematically related to the advertisement.

61-71. (Cancelled)

72. (Currently amended) A system for serving an advertisement, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

- determine an advertisement to be displayed on a World Wide Web page;
- determine a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;
- receive a request to serve said World Wide Web page;
- serve said World Wide Web page;
- serve said advertisement for display on said World Wide Web page;
- determine personal information;
- tailor said message page based, at least in part, on said personal information; and
- serve said tailored message for display on said World Wide Web page in proximity to said advertisement on said World Wide Web page.

73. (Cancelled)

74. (Currently amended) An apparatus for serving an advertisement, comprising:

means for establishing an advertisement to be displayed on a World Wide Web page;

means for establishing a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;

means for obtaining a request to serve said World Wide Web page,

means for transmitting said World Wide Web page;

means for transmitting said advertisement for display on said World Wide Web page;

means for retrieving personal information;

means for customizing said message page based, at least in part, on said personal information; and

means for transmitting said customized message for display on said World Wide Web page in proximity to said advertisement on said World Wide Web page.

75-77. (Cancelled)

78. (Previously presented) The method of claim 14, further comprising  
determining said fixed period of time.
79. (Previously presented) The method of claim 31, further comprising;  
determining personal information.
80. (Previously presented) The method of claim 33, further comprising  
storing said personal information prior to said determining  
personal information.
81. (Previously presented) The method of claim 31, wherein said serving  
said advertisement includes directing a request to serve said advertisement to an  
ad server
82. (Previously presented) The method of claim 46, further comprising:  
determining said default message.